

### **Amendments to the Claims:**

This listing of claims will replace all prior versions and listings of claims in the application.

### **Listing of Claims:**

1-37 (Canceled)

38. (New) An adhesive construction comprising:

- (a) a flexible label substrate having a first side and defining an outer perimeter edge;
- (b) a first adhesive field comprising pressure sensitive adhesive and defining an outer perimeter adhesive field positioned on the first side of the flexible label substrate and adjacent the outer perimeter edge,
  - (i) the first adhesive field being a discontinuous pattern of spaced adhesive dots with adhesive covering no more than 70% and at least about 30% of an area of a portion of the first side of the flexible label substrate defined by the first adhesive field,
  - (ii) the area of a portion of the first side of the flexible label substrate defined by the first adhesive field being at least 30 sq. mm.,
  - (iii) the outer perimeter edge having no segment of extension of greater than 5 mm. at which an adhesive dot is not present in the outer perimeter adhesive field immediately adjacent the outer perimeter edge, and
  - (iv) the outer perimeter adhesive field having a dimension of extension inwardly from the outer perimeter edge of at least 1 mm.;
- (c) a second adhesive field comprising pressure sensitive adhesive and defining an inner adhesive field spaced from the outer perimeter edge and completely surrounded by the first adhesive field,
  - (i) the second adhesive field covering at least 90% of an area of a portion of the first side of the flexible label substrate defined by the second adhesive field,
  - (ii) the area of a portion of the first side of the flexible label substrate defined by the second adhesive field being at least 30 sq. mm., and
  - (iii) the inner adhesive field having a dimension of extension inwardly from the outer perimeter adhesive field of at least 3 mm.;
- (d) an adhesive-free region on the first side of the flexible substrate completely surrounded by the inner adhesive field,

- (i) the adhesive-free region comprising at least 40% of a perimeter area defined by the flexible substrate outer perimeter edge, and
    - (ii) the adhesive-free region of the flexible substrate being transparent; and
  - (e) wherein the first adhesive field and second adhesive field are applied in a single screen-printing process.
39. (New) An adhesive construction according to claim 38 including:
- (a) a release liner to which the flexible substrate is secured by the first adhesive field and the second adhesive field.
40. (New) An adhesive construction according to claim 38 wherein:
- (a) the inner adhesive field comprises a continuous adhesive field over the area of the portion of the first side of the flexible substrate defined by the inner adhesive field.
41. (New) The adhesive construction according to claim 38 wherein:
- (a) the amount of adhesive application in the inner adhesive field on a per unit basis is about 1.5 to 2.5 times the amount of adhesive in the outer perimeter adhesive field.
42. (New) The adhesive construction according to claim 41 wherein:
- (a) the inner adhesive field comprises a full tone adhesive screen print; and
  - (b) the outer perimeter adhesive field comprises a half tone adhesive screen print.
43. (New) The adhesive construction of claim 38 wherein:
- (a) the outer perimeter edge defines a rectangular pattern;
  - (b) the outer perimeter adhesive field defines a rectangular frame; and
  - (c) the inner adhesive field defines a rectangular frame.